



## WWP's Response to the Commission's Second Request for Additional Information

### **Commission Question #7: Amend prior Commission Question #2 to clarify and correlate dates and data.**

As of June 30, 2016, Wounded Warrior Project, ("WWP") had 111,156 registered warriors, family support members, and caregivers. The below chart provides the national, state, and county breakdown.

	Nationwide	California	Los Angeles County, CA
<b>Warriors</b>	91,393	7,267	913
<b>Family Support/Caregivers</b>	19,763	1,580	179
<b>Total</b>	<b>111,156</b>	<b>8,847</b>	<b>1,092</b>

### **Commission Question #8: For the period of October 1, 2015 through June 30, 2016, provide the number of WWP events within Los Angeles County, California.**

WWP offers unique, direct life-saving programs and services, nationwide, intended to fill gaps in government care and designed in response to the changing needs of this generation of injured service members and their families and caregivers. Warriors, family members, and caregivers, regardless of location, are able to participate in these life-saving programs and services completely free of charge.

Some of WWP's programs and services are more event-based (e.g., Alumni Programs, Project Odyssey, Soldier Ride, etc.). For example, an Alumni Program event may include warriors who attend a dinner and sporting activity. This event provides participants with the opportunity to connect with peers in the community, share in an experience of support, and become empowered in their own and each other's recovery and success.

Comparatively, some WWP programs and services are non-event based and focus on individualized recovery and assistance (e.g., WWP Talk, Benefits, Combat Stress Recovery Program, Warriors to Work, etc.). These non-event based programs and services engage the warrior, family member, or caregiver on a direct and personal level. For example, Warriors to Work assists warriors in preparing their resumes, practicing particular interview skills, and securing employment opportunities.

Additional detail highlighting WWP's programs and services may be found in WWP's Program Description Detail, WWP's Program Directory Update, and WWP's Program Impact Brochure, which were provided as Attachment B to WWP's response to the Commission's first request for additional information.

WWP identified 39 events in Los Angeles County between October 1, 2015 and June 30, 2016. The below chart provides details regarding a sampling of these events.

Event Date	Event Title	Event Description
11/01/2015	BBQ Dinner with WWP — Palmdale, CA	Warriors and their guests were invited to enjoy an authentic BBQ dinner, which served as a great opportunity to meet other warriors and guests, as well as learn more about the programs and services WWP offers.

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11/10/2015	Operation Comedy — Northridge, CA	Warriors and their guests were invited to attend Operation Comedy, a comedy, music, and entertainment extravaganza with the mission of bringing together troops and their communities for a night of recognition and laughter.
12/2015 (various dates)	Fun Day at Six Flags Magic Mountain — Valencia, CA	Warriors and their guests were offered the opportunity to visit Six Flags Magic Mountain for a day full of rides for all ages, great entertainment, and food. Certainly a highlight for many participants, it provided warriors and their guests the opportunity to relax, laugh, and connect.
12/12/2015	Nutcracker Ballet — Long Beach, CA	Warriors and their guests were invited to bring in the holiday season by attending the Long Beach Ballet's 33rd Anniversary of their production of the Nutcracker. Warriors and their guests were able to experience the full symphony orchestra, special effects, and dancers while sharing in a holiday experience with their guests.
01/09/2016	Gracie Jiu-Jitsu Training — Torrance, CA	Knowing injuries can get in the way of finding a good workout routine to keep healthy, warriors and their guests were invited to kick their workout up to a new level through Jiu-Jitsu. Participants, regardless of age, gender, or athletic ability, were able to use the time-tested techniques and teaching methods by spending a few hours learning and practicing different techniques.
01/18/2016	Las Palmas Rebuild with The Mission Continues — Los Angeles, CA	Warriors and their guests were invited to join WWP to help revitalize the outdoor space for the Las Palmas Senior Center. The center enriches seniors' lives and offers them opportunities for personal growth through stimulating activities, involvement, support and assistance. Participants rolled up their sleeves to help make the community greener by building benches, building gardens, rebuilding a large shade structure, and painting murals.
01/29/2016	We LOVE LA Tour — Los Angeles, CA	Warriors were invited to a special "meet 'n greet" opportunity as part of the Dodgers Organization's giving back event for loyal fans and in support of the nation's injured veterans. The event was followed by lunch and the unique chance to get to know the players.
02/25/2016	Los Angeles Kings Hockey — Los Angeles, CA	Warriors and their guests were invited to come out for a fun-filled event to get together with other warriors and guests in the area, and to cheer on the Los Angeles Kings as they challenged a western conference rival, the Edmonton Oilers.
02/27/2016	Loyola Marymount Basketball Series — Los Angeles, CA	Warriors and their guests were invited to enjoy a collegiate level game at Loyola Marymount where they took in a game, and were recognized for their service and dedication to the country. The event was a great opportunity for warriors and their guests to meet and connect with other participants from the area.
03/31/2016	Dodgers vs Angels — Los Angeles, CA	Warriors and their guests were invited to join WWP to see the Dodgers host the Angels in an exhibition game to kick off baseball season. Not only was it an awesome showdown of who is the better LA team, warriors and guests had the opportunity to meet and connect with other participants.

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04/01/2016	Golden Boy Boxing Event — Los Angeles, CA	Warriors and their guests were invited to attend a premier fight presented by Golden Boy Boxing between bantamweight champion, Manuel Avila, against WBC silver featherweight champion, Rene Alvarado. It was an exciting evening full of hooks, jabs, and smack talk, plus a great way for warriors and their guests to get out and connect with other participants.
05/18/2016	Lancaster Jethawks Baseball — Lancaster, CA	Warriors and their guests were invited to cheer on the Lancaster Jethawks. Participants enjoyed a home team game, while also connecting with others and learning more about WWP.
05/24/2016	Military Appreciation Game at Dodger Stadium — Los Angeles, CA	Warriors and their guests were invited to come out on Military Appreciation night to root for the home team as the warriors got cheered on themselves. Participants learned more about the programs and services WWP offers, as well as met warriors and guests from community.
06/08/2016	Indoor Skydiving — Universal City, CA	Warriors and their guests were invited to experience skydiving via iFLY Hollywood's 800 horsepower indoor vertical wind tunnel that generates a wall-to-wall cushion of air on which to safely float. There was no parachute, no jumping, and nothing attaching participants to the planet Earth.

**Commission Question #9: For the period of October 1, 2015 through June 30, 2016, provide the number of attendees at WWP events within Los Angeles County, California.**

WWP identified 793 warriors, family support members, and/or caregivers that attended Los Angeles County events between October 1, 2015 and June 30, 2016. Of these, 329 had voluntarily self-disclosed mailing addresses correlating to a specific city or zip code in Los Angeles County, California.

**Commission Question #10: For the period of October 1, 2015 through June 30, 2016, provide the cost of WWP programs and service within Los Angeles County, California.**

WWP spent over \$3,750,000 in furtherance of WWP programs, services, and assistance for warriors, family support members, and caregivers in Los Angeles County, California between October 1, 2015 and June 30, 2016.

**Commission Question #11: Provide details about the outreach programs of WWP within Los Angeles County, California.**

WWP conducts numerous outreach events within Los Angeles County, California to connect injured veterans, their families, and caregivers, with WWP's programs and services. These outreach events include, but are not limited to the following:

- University of California – Los Angeles (“UCLA”): Through WWP’s Warrior Care Network®, a collaboration of four national hospitals that provide mental health services to veterans in need, WWP staff serve these veterans and refer them to other WWP programs and services.
- New York Film Academy (“NYFA”): Every three months, WWP participates in a briefing at the NYFA Los Angeles campus to discuss with veterans the programs and services available through WWP.

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- Palmdale Veterans Center: WWP attends a weekly meeting with veterans to share information about WWP programs and services.
- Los Angeles Veterans Collaborative: WWP participates in the Los Angeles Veterans Collaborative where public, private, and government agencies collaborate on ways to reach out and provide services to injured veterans and their families and caregivers in the Los Angeles County area.
- LAPD Downtown Hospitality Forum: WWP conducts outreach at this forum by discussing the benefits WWP offers to injured veterans, their families, and caregivers. This forum is designed to bring together businesses from the hospitality industry to discuss issues facing downtown Los Angeles.
- Edwards Air Force Base: In collaboration with the American Red Cross, WWP regularly participates in events and provides information to service members at Edwards Air Force Base regarding the programs and services WWP offers.
- Fort Irwin: In collaboration with the American Red Cross, WWP regularly participates in events and provides information to service members at Fort Irwin regarding the programs and services WWP offers.
- Goodwill Veterans Stand Down and Resource Expo (June 18, 2016): WWP staff served homeless veterans and other veterans in need of economic assistance, referring them to the programs and services WWP offers.
- Community Rebuilds and Outreach: In partnership with The Mission Continues, a national nonprofit veteran service organization, WWP helped rebuild a garden and benches in the Watts neighborhood of Los Angeles.

In addition to specific direct outreach performed by WWP, WWP's Public Service Announcements ("PSAs") assist in providing outreach to veterans, their families, and caregivers in Los Angeles County by providing information about WWP's programs and services and reducing the stigma surrounding veteran-related challenges, such as posttraumatic stress disorder ("PTSD"). PSAs do not include a request for donations. Rather, WWP's PSAs raise awareness about injured veterans and their needs, inform veterans about the various programs and services WWP offers, and encourage veterans, their families, and caregivers to call upon WWP as a resource for assistance and support.

**Commission Question #12: Provide details about and the amounts of WWP grants and partnerships within Los Angeles County, California.**

WWP has partnered with UCLA in conjunction with WWP's Warrior Care Network. The Warrior Care Network is comprised of four national hospitals, including UCLA, which, through the UCLA's Operation Mend program, seeks to treat the "invisible injuries" of traumatic brain injury ("TBI") and PTSD. With WWP's support, UCLA created a new, three-week intensive customized care outpatient program to treat TBI and PTSD, followed by an additional three-week period of at-home care. Additionally, as part of the Warrior Care Network, UCLA works collaboratively with three other national medical centers to develop and evaluate program methods and efficiencies.

Since launching this program in 2015, WWP has provided UCLA over \$5,000,000 in support, and plans to contribute over \$7,000,000 in additional support over the next two years. As with all WWP programs and services, the Warrior Care Network is available and accessible to warriors participating in the program free of charge and regardless of location.

Additionally, in January 2016, WWP began collaborating with Team Rubicon, a national veteran service organization headquartered in Los Angeles, to impact veterans in their communities across the country. With the support of WWP, Team Rubicon provides coping skills, leadership development, training, social engagement opportunities, and rapid

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deployments in emergency response situations to warriors across the country. WWP has provided Team Rubicon \$1,000,000 in support since launching this initiative, and plans to provide an additional \$1,000,000 in support next year.

WWP has also granted financial support to local Los Angeles-based organizations to improve the lives of homeless veterans, as well as to conduct research on veteran suicide. Specifically, in 2014, WWP granted \$250,000 to the United States Veterans Initiative in support of that organization's efforts to provide mental health counseling and increase self-sufficiency of homeless veterans in the Los Angeles area. In June 2015, WWP contracted with the University of Southern California for over \$100,000 to analyze and study warrior suicide rates given the high suicide rate within the general veteran population.

At present, the total amount of WWP's estimated economic impact to Los Angeles County, California in support of these initiatives and partnerships alone is over \$6,000,000.

Additional information regarding grants from WWP is set forth in Schedule I of WWP's IRS Form 990 for each respective fiscal year.

**Commission Question #13: For the period of October 1, 2015 through June 30, 2016, provide the number of direct response media buys within Los Angeles County, California.**

As previously explained, WWP's Direct Response Television ("DRTV") media pieces differ from PSA media pieces in that DRTV media pieces request the audience donate money in support of WWP's mission to honor and empower Wounded Warriors. WWP produces and provides the DRTV media pieces to media outlets from which WWP purchases airtime. WWP does not purchase airtime for DRTV media pieces on local channels within Los Angeles County. DRTV media pieces aired on nationally purchased airtime/national channels may still be aired or viewed within Los Angeles County, California. WWP did not conduct Direct Response Radio or make any radio media buys during the above-referenced time period.

**Commission Question #14: For the period of October 1, 2015 through July 1, 2016, provide details about how public service announcements are made available to and obtained by media outlets, and which outlets within Los Angeles County, California have obtained and used such public service announcements.**

As previously discussed, PSAs do not ask viewers for a donation, but rather call the audiences' attention to the needs of injured services members, and the available programs and services offered by WWP to address such needs. All of WWP's PSAs are available for public viewing and download at:  
[http://www.plowsharegroup.com/media\\_downloads/wwar.php](http://www.plowsharegroup.com/media_downloads/wwar.php).

As of July 1, 2016, WWP's PSAs have aired on local Los Angeles television a total of 553 times across KCOP and KTTV television stations.

As of July 1, 2016, WWP's PSAs have aired on local Los Angeles radio a total of 879 times across KABC, KFRG, KJLH, KKGO, KLAC, KNX, KOOB, KQIE, KRTH, and KWVE radio stations.

The above provided television and radio figures do not necessarily account for PSAs which are aired on nationally broadcast channels and, from there, are aired or viewed within Los Angeles County, California.

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